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"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE
N.B.C. NETWORK COAST TO COAST **SATURDAYS**

12:15 P.M. EST
11:15 A.M. CST
10:15 A.M. MST
9:15 A.M. PST

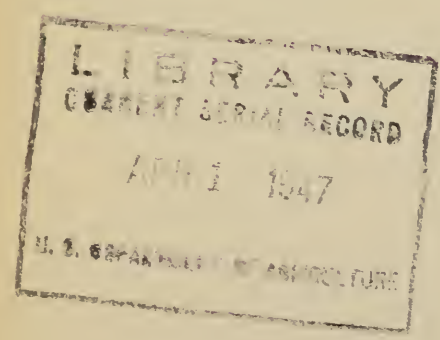


what's coming

WHAT'S NEW IN WOOD?

APRIL 5, 1947

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| 1. SOUND: | CASH REGISTER RINGS TWICE . . . MONEY IN THE TILL |
| 2. ANNCR: | It's CONSUMER TIME |
| 3. SOUND: | CASH REGISTER . . . CLOSE DRAWER |
| 4. ANNCR: | During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. |
| 5. SOUND: | CASH REGISTER |
| 6. ANNCR: | There goes our consumers' cash register again . . . today it's ringing up all the money Americans spend for wood and wood products in a year. Wood . . . that's something a lot of us take for granted. Just look around you. The cabinet of your radio is probably made of wood . . . so is the table it's standing on . . . and the chair you're sitting in. Live in a wood house, do you? Well at least the doors, and the floors, and the window frames are probably wood. And your newspaper . . . your fine stationery . . . and the paraffin cartons that protect your butter. |



1990

1. *Phragmites* (common)

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1941-1942

Your rayon clothes . . . all these and many many more items that are part of our daily lives . . . all from wood or wood products . . . and all very important. Today CONSUMER TIME wants to know what's new in wood. So meet George W. Trayer, Chief of Forest Products of the U.S. Forest Service. Mr. Trayer . . . what's new in wood?

7. TRAYER: To answer that question, _____, we'll soon be turning to a couple of scientists who are waiting at a microphone in Chicago. They're from the Forest Products Laboratory . . . where all kinds of research on wood and wood products is carried on.
8. ANCR: Suppose you tell us about this wood wonderland first, Mr. Trayer?
9. TRAYER: Well, the Forest Products Laboratory in Madison, Wisconsin, is one of the most unusual institutions in the United States. In fact, it's the largest research center in the country . . . devoted entirely to the study of wood and wood products . . . and their various uses in many different fields.
10. ANNCR: Do any other countries have all their government wood research under one roof?
11. TRAYER: For several years our Forest Products Laboratory was the only institution in the world conducting general research on wood and its utilization. But other Governments have followed the lead of the United States . . . and they've developed laboratories along the same lines. England has a splendid one ... so do India, Australia ... New Zealand ... and our good neighbors to the north ... Canada.

12. ANNCR: Well, how long has our Forest Products Laboratory been in business, Mr. Trayer?
13. TRAYER: Since 1910. That's when it was decided to concentrate all our dozen or more wood testing institutions under one roof. And the results have certainly justified the decision . . . because the Forest Products Laboratory has proven itself in war and peace.
14. ANNCR: Say, Mr. Trayer . . . could you tell us a few of the things the Laboratory worked on during the war?
15. TRAYER: The Laboratory did outstanding work during both World Wars. I'll just mention a few not-so-commonly known highlights of the last war. The Laboratory developed a treatment for preserving and protecting plywood gliders in the tropics. Scientists at the Laboratory also developed a process for converting sawdust and wood shavings into industrial alcohol needed for synthetic rubber. An untold amount of work was done to solve packaging and container problems for the Army Ordinance and Air Forces.
16. ANNCR: I suppose they had to work on water proof containers, and that kind of thing.
17. TRAYER: Yes . . . the Army needed better packages to eliminate loss and damage during shipment. And of course we needed lighter, better, and more economical packaging for air transportation.

18. ANNCR: I should think many of the Lab's war developments could be adapted to peacetime use . . . especially packaging.
19. TRAYER: That's right. And a lot is being done on wood for housing . . . especially seasoning wood, and the use of glues in prefabricated houses. The Lab is also working on fast-drying durable paints as well as fireproofing materials. And then there's the complex, but fascinating field of wood chemistry . . . to develop more and better products from wood. A good example is the production of high-protein yeast as a supplemental food for cattle and poultry.
20. ENG: WATCH SWITCH COMING UP AT 12:19 EST. CUE IS UNDERLINED.
- SWITCH TO CHICAGO AT 12:19 EST
21. ANNCR: Well, now we know what the Forest Products Laboratory does in general. Let's turn the microphone over to two scientists from this lab and hear specifically what's new in wood that would interest consumers.
- CONSUMER TIME takes you to Chicago.
22. CHICAGO ANNCR: This is _____, in Chicago. And now for another round of introductions. CONSUMER TIME listeners, meet two scientists from the Forest Products Laboratory at Madison, Wisconsin. Mr. L. J. Markwardt, Assistant Director of the Laboratory, and Dr. Eloise Gerry, whose speciality is getting the information the American people need about foreign woods. Dr. Gerry ... we're especially glad to have a woman scientist on this program. How long have you been interested in wood research?

22. GERRY: (AD LIB)

23. CHICAGO ANNCR: And how long have you been with the Forest Products Laboratory?

24. GERRY: (AD LIB)

25. CHICAGO ANNCR: Well, that's wonderful, Dr. Gerry. You can represent the scientist and the woman's angle on our program today. But let's get underway with our story on what's new in wood. There's one wonderful rumor that I'd like confirmed. Is it true, Mr. Markwardt, that sticking doors, windows, and dresser drawers have taken a sound beating at the hands of the chemists at your Laboratory?

26. MARKWARDT: That's very true, _____. Non-swelling wood promises to be an answer to the frustrating nuisance of doors and windows that refuse to budge on hot humid days. It's produced by a special treatment with certain chemicals that penetrate the cells of the wood and retard swelling.

27. GERRY: And besides contributing to happiness in the home, _____, the new non-swelling wood will be more useful for many other purposes. Think how non-swelling wood can improve brush backs, sports equipment, and shoe lasts . . . to say nothing of how important it will be in cabinet work . . . and fine furniture.

28. ANNCR: And speaking of furniture . . . what's the story on plywood? Is the Lab working on it?

29. MARKWARDT: Yes indeed. Plywood is very important right now. You see, it offers greater resistance than solid wood of the same thickness. It isn't so easy to split or puncture plywood. Besides we can make up plywood in sheets much larger than we can saw boards from a log. That's another reason why plywood speeds up construction and prefabrication work.
30. GERRY: And as you suggested, _____, another point about plywood that should interest consumers, is its use in furniture. It makes possible new styles in furniture with rounded designs and no troublesome corners.
31. ANNCR: Well, I'm all for plywood now . . . but I would like to know just how it's different from ordinary lumber.
32. MARKWARDT: Well . . . let me taking a running start on that question and tell you first that veneer is wood, cut in sheet form. And plywood consists of three or more strips of veneer glued together . . . with the grain of each strip laid crosswise.
33. ANNCR: So plywood is really veneers . . . glued in layers.
34. MARKWARDT: That's right.
35. ANNCR: And plywood is one of the very newest materials for furniture

36. GERRY: Yes, but we mustn't forget that plywood is a very recent twist to an age old art. The Egyptians used veneers on furniture more than three thousand years ago. There are pictures of veneer makers on some of the old Egyptian tombs. And the use of veneers in fine furniture making flourished under the Roman Empire . . . and then disappeared until the time of the Renaissance in Italy . . . about the fourteenth century.
37. ANNCR: So all this time, we've been using veneers on furniture. But it wasn't until recently that anybody thought of gluing the veneers together to make plywood.
38. MARKWARDT: Well, plywood was gradually developed in the last hundred years. But there's still a lot to learn about it. We're testing plywood in the Forest Products Laboratory now for many things.
39. ANNCR? What are you looking for exactly, Mr. Markwardt?
40. MARKWARDT: We want to know all there is to know about plywood. How it acts when you change the number of veneer layers . . . which types of glue are better, and what's the best technique for pressing the veneers together.
41. ANNCR: In other words, you're trying to find the best plywood possible.

42. MARWARDT: That's right. And when we consider plywood quality, we want to know how strong it is . . . if the weather bothers it . . . and what moisture and heat will do to it.
43. ANNCR: Well, I'm sure a better kind of plywood for our houses and furniture will be the result. But now, Dr. Gerry, can you tell us what the Forest Products Laboratory is doing in the way of paints?
44. GERRY: The Laboratory is making definite contributions toward more lasting and satisfactory service of paints and other coatings for wood. We've made useful discoveries in the best methods of applying paint to houses, barns and other buildings.
45. ANNCR: How do you go about testing paints? Do you just paint something and then see how well it wears?
46. GERRY: That's just about it. We try different paints on different woods. Then we wait and see what happens when the painted wood is exposed to the weather. Lower cost and better service of outside paints is the goal.
47. ANNCR: Now . . . let's see, did somebody mention fireproofing? Seems to me that should be the work of the Forest Products Laboratory.
48. MARKWARDT: Indeed it is, _____. We rate our fireproofing investigations as very important work. We're doing a lot of laboratory research . . . covering a wide range of chemical treatments of wood to make it fire resistant.

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49. GERRY: I think the way the lab men test the fire proofed wood is interesting. Why don't you tell _____ about that, Mr. Markwardt.
50. MARKWARDT: Well, we treat full-sized house parts. Then we test them in a separate building . . . equipped with a special furnace that has sixty-seven large gas burners.
51. ANNCR: Has any special fire proofing method come out of all these tests?
52. MARKWARDT: Yes, there are some highly effective fire retarding treatments available now. But they're still too expensive for general consumer use.
53. GERRY: Here again, the goal of this particular research is to make fireproofing cheaper . . . and to bring the benefits of fire-retardant wood within reach of the average home builder.
54. MARKWARDT: And as long as we're talking about fires, _____, you might be interested in wet water for fighting forest fires.
55. ANNCR: Say, that's something . . . but wait a minute. Maybe I'm wrong, but isn't all water . . . wet?
56. GERRY: That's a logical question, Mr. Markwardt.
57. MARKWARDT: Yes, I know it is. But our scientists have been working with various chemicals that reduce the surface tension of the water. So this new water soaks in much faster and more thoroughly than plain water.

58. ANNCR: Now, that is news . . . water that's wetter.
59. GERRY: There's still one drawback. Some of these chemicals tend to rust out metal containers in a hurry.
60. MARKWARDT: Yes . . . that's what we're working on now. We want to find out which of the various chemicals is best and cheapest for making wetter water for fighting forest fires. And at the same time, we want to see which ones cause the least rusting of spraying and other equipment.
61. ANNCR: Fire fighting is a tough, mean business. And if wetter water makes one gallon do the work of three, you're going to lighten the heavy load the forest ranger has to pack on his back.
62. MARKWARDT: We hope that's just what we can do. We're going to try out the wet water chemicals under various practical forest-fire conditions. Of course this wet water should prove valuable at any fire on the farm or in the city.
63. ANNCR: Well, now . . . do you think we've answered the question of what's new in wood?
64. GERRY: I think we've only scratched the surface.
65. MARKWARDT: Yes, there are many many other projects at the Forest Products Laboratory.
66. ANNCR: Then how about just a word or two about some of the most interesting ones?
67. GERRY: Well, the pulp and paper people are working on all different kinds of papers . . . newsprint, wrapping paper, cleansing tissues . . . and things like that.

68. MARKWARDT: Some of our people are working to find uses for smaller pieces of wood. You know, when we use full-sized clear lumber to make small parts like chair legs and so forth . . . it's a much heavier drain on the forest. In fact, in all our work at the Lab, we're looking for ways to make fuller use of wood . . . all along the line.
69. GERRY: One of the most interesting jobs of the Forest Products Lab, in my opinion, is the identification of wood. Do you know, _____, we get about three thousand samples of wood a year to be identified?
70. ANNCR: No, Dr. Gerry, I didn't. Tell me more . . . it sounds fascinating.
71. GERRY: Well, frequently important questions of commercial use and even lawsuits . . . hinge on the result of an examination of a few chips or shavings, or sawdust.
72. ANNCR: Sounds like regular FBI stuff.
73. MARKWARDT: Yes, the FBI and the Post Office both send questions on wood to us. In criminal cases, the careful identification of wood may furnish valuable evidence.
74. GERRY: Probably the most famous case where wood identification played an important role . . . was the trial of Bruno Hauptmann for kidnapping the Lindbergh baby.
75. ANNCR: Say, I remember . . . had something to do with a ladder, didn't it?

76. MARKWARDT: That's right. We identified the kidnapper's ladder as being planed with Hauptmann's plane.
77. ENG: WATCH SWITCH COMING UP AT 12:27:35 EST. CUE IS UNDERLINED.
78. ANNCR: And that was a very important part in the conviction. Well, I bet there are many many interesting stories you people could tell about wood investigation and criminal cases. But I've just time to get one more question in. I'd like to know a little bit more about what the Forest Products Lab is doing about prefabricated houses. They're a pretty important subject right now.
79. MARKWARDT: Well, I'd suggest you hear about them from George Trayer . . . back in Washington, D. C.
80. GERRY: He was in on prefabricated homes right from the beginning . . . more than ten years ago.
81. ANNCR: Okay . . . than let's head back to Washington, D. C., for some more information on what's new in wood.
- CONSUMER TIME returns you to Washington, D.C.
- SWITCH TO WASHINGTON, D. C. 12:27:35 EST.
82. ANNCR: This is _____ in Washington, D. C. . . . with George W. Trayer of the U. S. Forest Service. Mr. Trayer . . . what's this I hear about you and prefabricated houses?
83. TRAYER: Well, _____, prefabricated houses were first developed at the Forest Products Laboratory more than ten years ago. And I had the privilege of working on the basic principle.

84. ANNCR: How about the Lab's work on prefabricated houses, today, Mr. Trayer?
85. TRAYER: Now the Lab is working on improving prefabricated homes . . . especially to preserve them against rot and termites. Our scientists are also trying to find out the best way to paint and glue prefabs.

POSSIBLE CUT STARTS HERE

86. ANNCR: Sounds very practical. But now, Mr. Trayer . . . I understand there's another "first" to your credit. Didn't you head a commission to Germany right after VE Day?
87. TRAYER: That's right. Twelve forest products experts and I went to Germany to see what their forest people had developed during the war years.
88. ANNCR: Did you find anything exciting?
89. TRAYER: Not too much that we didn't already know . . . however, we did pick up a secret or two that has helped in our work on turning wood into sugar . . . then into alcohol or high protein animal feed.
90. ANNCR: Well . . . Mr. Trayer, that's quite a magical change for wood.

POSSIBLE CUT ENDS HERE

- But this whole subject of forest products is a fascinating one,
- 91 TRAYER: And a very important one, _____. There's a close relationship between the use of forest products and the whole job of preserving our forests. You see, the forest is unique ... in that we must conduct the harvest in an orderly manner to insure satisfactory growth.

92. ANNCR: By harvest . . . you mean the trees we cut down each year?
93. TRAYER: That's right. Our ability to control the harvest of our forests depends upon our ability to use at a profit the trees we want to cut down. In this respect, forest crops differ from most agricultural crops. And it is for this reason that research in forest products must never lag behind the research in forestry itself.
94. ANNCR: Then I say . . . more power to the Forest Products Laboratory in Madison, Wisconsin! Incidentally, Mr. Trayer, do you have any booklet about the lab that we could send our listeners?
95. TRAYER: Yes we do . . . It's called "The Forest Products Laboratory" and it tells all about the things we've talked about -- with plenty of pictures.
96. ANNCR: Fine, we'll be glad to send a free copy to any of our listeners who drop a post card to CONSUMER TIME, Washington 25, D. C. The address again . . . CONSUMER TIME, Washington 25, D. C.
97. TRAYER: And now what's on CONSUMER TIME next week, _____.
98. ANNCR: Plans for the Modern home . . . a program about scale-model cutouts to help consumers in remodeling their house, or in building a new home. So friends, be sure to be with us next week for another edition of

99. SOUND: CASH REGISTER

100. ANNCR: CONSUMER TIME!

101. SOUND: CASH REGISTER . . . CLOSE DRAWER

102. ANNCR: CONSUMER TIME written by Eleanor Miller and
directed by Frederick Schweikher is presented
by the U.S. Department of Agriculture, through the
facilities of the National Broadcasting Company,
and its affiliated independent stations . . .
Today's guests were George W. Trayer, of the U. S.
Forest Service speaking from Washington, D. C.
. . . and L. D. Markwardt and Eloise Gerry of the
Forest Products Laboratory . . . speaking from
Chicago.

This is the National Broadcasting Company.

